

ORDER



Orders
Order / Rev: 705294
Alt Order #: 06267277
Product Desc: NRCC-IE 2012
Estimate: 2953
Flight Dates: 10/12/12 - 10/18/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A35+
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	34	\$43,450.00	\$36,932.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$43,450.00	\$36,932.50	0.00
Totals	34	\$43,450.00	\$36,932.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$1,300.00		0.00			
2	WKYC	10/12/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$800.00		0.00			
3	WKYC	10/12/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$300.00		0.00			
4	WKYC	10/12/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$850.00		0.00			
5	WKYC	10/12/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$1,400.00		0.00			

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Advertiser: NRCC-IE
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 Estimate: 2953
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/12/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,800.00		0.00				
7	WKYC	10/15/12	10/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$3,000.00		0.00				
8	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$1,300.00		0.00				
9	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$800.00		0.00				
10	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$300.00		0.00				
11	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$850.00		0.00				
12	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$1,800.00		0.00				
13	WKYC	10/13/12	10/13/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$2,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/08/12-10/14/12		Sat 6-630p		6-630p	-----Sa--	:30		(\$2,500.00)		0.00	NM		
See MG 13.2															
[Prgm Change] notre dame															
2	NKYC	10/12/12-10/12/12		Sat 6-630p		6-630p	-----F----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 13.1 10/13															
[Input Error] ordered for Sat News and restricted to Friday															
14	WKYC	10/13/12	10/13/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
CASH EXPLOSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$800.00		0.00				
15	WKYC	10/14/12	10/14/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p (4:30 PM-6:00 PM)	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
PRO BULL RIDING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			2		\$500.00		0.00				
16	WKYC	10/14/12	10/14/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WKYC	10/14/12	10/14/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$2,500.00		0.00			
17	WKYC	10/14/12	10/14/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,800.00		0.00			
18	WKYC	10/18/12	10/18/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,300.00		0.00			
19	WKYC	10/18/12	10/18/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$800.00		0.00			
20	WKYC	10/18/12	10/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$850.00		0.00			
21	WKYC	10/18/12	10/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,400.00		0.00			
22	WKYC	10/18/12	10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00			
23	WKYC	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,300.00		0.00			
24	WKYC	10/16/12	10/16/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$800.00		0.00			
25	WKYC	10/16/12	10/16/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$850.00		0.00			
26	WKYC	10/16/12	10/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,400.00		0.00			
27	WKYC	10/16/12	10/16/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,800.00		0.00			
28	WKYC	10/17/12	10/17/12		CM	11-1135p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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Advertiser: NRCC-IE
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-1135p											
				Channel 3 News at 11p M-F											
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	--W----		1		\$3,000.00		0.00					
29	WKYC	10/17/12	10/17/12	Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
				Tonight Show											
				TONITE SHW-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	--W----		1		\$1,300.00		0.00					
30	WKYC	10/17/12	10/17/12	M-F 4-5p	CM	4p-5p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
				Ellen Degeneres											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	--W----		1		\$800.00		0.00					
31	WKYC	10/17/12	10/17/12	M-F 430a-5a	CM	430a-5a	--W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				430a News											
				CH 3 NEWS 430A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	--W----		1		\$300.00		0.00					
32	WKYC	10/17/12	10/17/12	M-F 5-6a	CM	5a-6a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Channel 3 News @ 5AM											
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	--W----		1		\$850.00		0.00					
33	WKYC	10/17/12	10/17/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	--W----		1		\$1,800.00		0.00					
													Totals	34	\$43,450.00